

## ABSTRAK

**Rahma Annisa.** 2019. *Campur Kode Bahasa Sunda Ke dalam Bahasa Indonesia Pada Caption Instagram Ridwan Kamil: Suatu Kajian Sociolinguistik*. Skripsi. Program Studi Sastra Indonesia, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk melakukan kajian campur kode terhadap *caption instagram* Ridwan Kamil melalui pendekatan Jendra. Berdasarkan teks dan konteks dalam *caption*, ditemukan campur kode bahasa Sunda melalui analisis wujud campur kode. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data *random sampling*. Adapun hasil penelitian ini yaitu terdapat wujud campur kode bahasa Sunda pada *caption instagram* Ridwan Kamil sebanyak 140 *caption*. Wujud campur kode berupa tataran morfologis yang ditemukan adalah campur kode berupa kata dasar sebanyak 102 kata (79,68%), campur kode berupa kata berprefiks sebanyak 16 kata (66,66%). Campur kode berupa kata bersufiks sebanyak 2 kata (8,33%). Campur kode berupa perulangan kata dwilingga sebanyak 3 kata (12,5%) dan campur kode berupa kata perulangan kata dwipurwa sebanyak 3 kata (12,5%). Wujud campur kode berupa tataran sintaksis yang ditemukan adalah campur kode berupa frasa sebanyak 29 frasa (22,65%) dan campur kode berupa klausa sebanyak 9 klausa (7,03%). Analisis penggunaan campur kode berguna untuk mengetahui campur kode bahasa Sunda yang terdapat pada *caption instagram* Ridwan Kamil.

Kata kunci: *instagram*, Ridwan Kamil, Campur kode

## **ABSTRACT**

*Rahma Annisa. 2019. Mix the Sundanese language code into Bahasa Indonesia on Instagram's Caption Ridwan Kamil: A sociolinguistic study. Thesis. Indonesian literature Study Program, Faculty of Language and Arts, State University of Jakarta.*

*This research aims to conduct a code-mixing review of the Instagram caption Ridwan Kamil through Jendra's approach. Based on the text and context in the caption, the Sundanese language code is found in the form of mixed code analysis. The research method used is a qualitative descriptive with random sampling data collection techniques. The result of this research is there is a form of the Sundanese language code in the Instagram caption Ridwan Kamil as many as 140 caption. The form of code mixed in the form of morphological level found is to mix the basic word 102 words (79.68%), mix the code in the form of 16 words (66,66%). Mix the code in the form of Word bersuffs by 2 words (8,33%). Mix the code in the form of 3-word dwilingga (12.5%) and mixed in the form of the word recurrence of Dwipurwa words as many as 3 words (12.5%). This form of code of the syntax of the syntactic is found to be as many as 29 phrases (22.65%) and mix the code in Clause 9 clauses (7.03%). Analysis of the use of the code is useful to know how to mix the Sundanese language code in the Instagram caption Ridwan Kamil.*

*Keywords: Instagram, Ridwan Kamil, mix code*